University of Regina

ENSE 471 - User Interface Programming
Professor: Tim Maciag
Milestone 1.2 - Target Customers & Observe
Date: January 23, 2019

Group Name: UserPro
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Github URL:
https://github.com/zainshafiq/User-Interface-Programming-Human-Centered
-Design-

Table of Contents

Purpose

The focus of this analysis is to create an affinity diagram as discussed in the "Scenario-Focused Engineering" textbook (and discussed in-class), organizing design/content ideas from all of the data collected, highlighting key summaries, insights, and categories/design focus points (i.e. the user interface design, including content structure/model).

With our team, we defined and selected the target customers that will be the focus of our team's proposed new design/content structure for the University of Regina's Engineering website.

Target Customers Before:

USERPRO

Current Students		Future Students		Graduate Students		Research		Trevor	Meghan
Problems	Improvements	Problems	Improvements	Problems	Improvements	Problems	Improvements	On separate notes	On separate notes

Unscheduled

Bad Navigation	Separate sections for current and future students	Repetitive	Separate sections for current and future students	Lacked Informations	More insightful content(course description)	No information regarding research interestes	Should have research section as well as the profs who have i		
Bad Content Strategy	Keep on updating	Unorganized	Organized some information in a more simplified order	Useless Content	Simplified Version	Some unnecessary information	Regularly update the content		
Error Page (404), bad Link	Fix them or remove the links from the page	Lacked Information	Update the latest information (news, new syllabus, etc...)	Functionality Lost	Searching Bar, Separated Page,Jump to Top	links redirecting to the wrong page	Compile separate research under specific programs		
Unnecessary Information, Repetitive Information	Remove unnecessary /rep etitive information	Bad Navigation	There shouldn't be so many links to click on; most things should be	Bad Navigation	Change Style	Bad Content Strategy	Fix them or remove from the page		
'Forms'	Add forms inportant to the engg faculty to the page	Bad Link	Fix them or remove the links from the page, Fix some of the b	Error Links	Fix them or remove the links from the page	Bad Navigation	Update the contents with the newest version (news, new resea		
program course information and schedule not available	Update list of courses and description for each program	Links are misleading, Links go to a new page that has nothing	Everything should stay on the engg page, all necessary info	Separated Website	Database Sharing	Unorganized			
no way to talk to a real person about stuff except calling the	There should be a way to contact or book appointments wit	No search engine specifically for the engg web; Should be more li	URconnected: very nice, not clunky, discoverable	More info from profs	The faculty prof should have some links/info for researchers, g	Not enough informations			
		Not enough info about programs	Add more visual information (pictures, videos, tours)						

Target Customers After:

USERPRO

Mansi		Azeezat		Han		Shafiq		Trevor	Meigen
Current Students		Future Students		Graduate Students		Research			
Problems	Improvements	Problems	Improvements	Problems	Improvements	Problems	Improvements	On separate notes	On separate notes

Unscheduled

Bad Navigation	Separate sections for current and future students	Repetitive	Separate sections for current and future students	Lacked Informations	More insightful content(course description)	No information regarding research interestes	Should have research section as well as the profs who have i	public site, face to world	prospective students, families and their parents looking for inform
Bad Content Strategy	Keep on updating	Unorganized	Organized some information in a more simplified order	Useless Content	Simplified Version	Some unnecessary information	Regularly update the content	first place to look for program info so should have better informatio	graduate students looking for school, faculty members,
Error Page (404), bad Link	Fix them or remove the links from the page	Lacked Information	Update the latest information (news, new syllabus, etc...)	Functionality Lost	Searching Bar, Separated Page,Jump to Top	links redirecting to the wrong page	Compile separate research under specific programs	look through all dead links	connecting with faculty members, collaborators of other universities
Unnecessary Information, Repetitive Information	Remove unnecessary /rep etitive information	Bad Navigation	There shouldn't be so many links to click on; most things should be	Bad Navigation	Change Style	Bad Content Strategy	Fix them or remove from the page	first place to look for program info so should have better informatio	expectations around layout and format
'Forms'	Add forms inportant to the engg faculty to the page	Bad Link	Fix them or remove the links from the page, Fix some of the b	Error Links	Fix them or remove the links from the page	Bad Navigation	Update the contents with the newest version (news, new resea	all layout should look the same, constant look, branding opportu	external relations, can't tell that the website is part of
program course information and schedule not available	Update list of courses and description for each program	Links are misleading, Links go to a new page that has nothing	Everything should stay on the engg page, all necessary info	Separated Website	Database Sharing	Unorganized		content: required courses	intuitive, info easy to find
There should be a way to contact or book appointments wit		No search engine specifically for the engg web; Should be more li	URconnected: very nice, not clunky, discoverable	More info from profs	The faculty prof should have some links/info for researchers, g	Not enough informations		push capstone, projects, GitHub etc; good for sharing info	obvious header
		Not enough info about programs	Add more visual information (pictures, videos, tours)					calendar, events	easy to navigate and get where you want, simplify
									issues: keeping info current, things and policies and even
									connect in an efficient and easy way
									no 404

Affinity Diagram:

Content Strategy	Layout	Links	Navigation	Public Page	Functionality
Unnecessary information, repetitive information, useless content	Not same layout, No constant look	Program courses info and schedule not available	Bad navigation	Public site is the engineering face to world, branding opportunity for program	No search engine specifically for the engineering website; should be more like the URconnected website
Lacks updated information like calendar, events, etc.	Unorganized	Error Page (404)	There are different websites for information that should be in engg website	First place to look for program info so it should have better information	Functionality lost
Program course information and schedule not available	Expectations around layout and format	Bad links, misleading, bring you to a separate webpage	Intuitive, info should be easy to find	Should push capstone, projects, GitHub etc; good for sharing info	
Include forms	External relations, can't tell that the website is part of university, no continuity	Lacks information	Should be easy to navigate and get where you want; simplify		
There should be a way to contact and book appointments with advisors		The first place to know about the program, so should have better information	Connect in an efficient and easy way		